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(71) Applicant (for all designated States except US): **LYTE, INC.** [US/US]; 1000 Potomac Street, N.W., Suite 200, Washington, DC 20007 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **MILLER, Herbert, S.** [US/US]; 1402 31st Street, N.W., Washington, DC

20007 (US). **BARNYCZ, Daniel, K.** [US/US]; 1215 South Curley Street, Baltimore, MD 21224 (US). **LYNN, Haniel, J.** [US/US]; 1323 N. Barton Street, Arlington, VA 22201 (US). **GUSTAVSEN, Eric, R.** [US/US]; 127 W. 96th Street, Apt. 2H, New York, NY 10025 (US). **GRAJ, Raymond, H.** [US/US]; 365 N. Fullerton Ave., Montclair, NJ 07043 (US). **GRAJ, Simon** [US/US]; 49 Choate Lane, Pleasantville, NY 10570 (US).

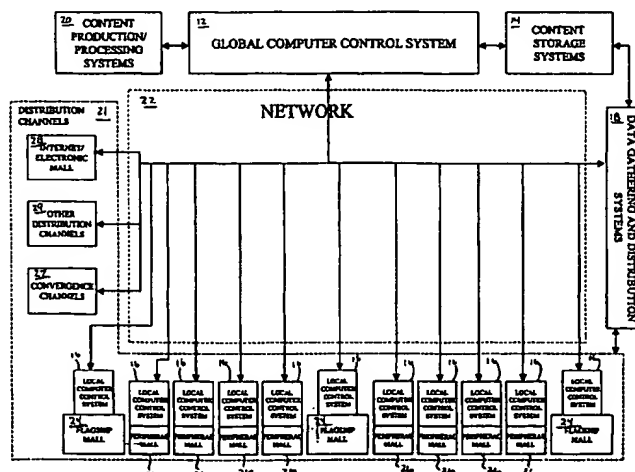
(74) Agent: **MASIA, Adam, H.**; Bell, Boyd & Lloyd, LLC, P.O. Box 1135, Chicago, IL 60690-1135 (US).

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(54) Title: IMPROVED SYSTEM FOR SEAMLESSLY INTEGRATING MULTIPLE NEW AND EXISTING PRODUCT, SERVICE, ENTERTAINMENT, PROGRAMMING AND INFORMATION DISTRIBUTION CHANNELS INCLUDING PHYSICAL AND ELECTRONIC MALLS



(57) Abstract: A system (10) for seamlessly integrating multiple new and existing product, service, entertainment, programming and information distribution channels (21) including physical (24) and electronic malls (28) through a computer controlled fiber optic broadband network (22). The system (10) facilitates the delivery of entertainment, brand programming, products and services to consumers throughout the world, twenty-four hours a day, seven days a week, employing and seamlessly integrating the existing physical retail mall infrastructure and the relatively new electronic mall accessible over the Internet.